

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A system for providing a marine product configuration and pricing system, the system comprising:

an index product module operating on a computing system for displaying all of available marine products that may be configured by the marine product configuration and pricing system;

a markup module operating on the computing system for specifying an amount a dealer price is to be increased for a marine product and each optional item available for the marine product based upon a specified figure;

a price quoting generation module operating on the computing system for selecting the marine product and optional items to be included within a configured marine product, the price quoting generation module generating a customer price for the marine product, selected optional items, and a total price for the configured marine product using pricing data from the markup module; and

a quote sheet module operating on the computing system for generating a quote sheet document containing information describing the configured marine product and its generated price.

2. (Currently Amended) The system according to claim 1, wherein the index product module includes a first hyperlink corresponding to every marine product to be configured, the first hyperlink activates the price quoting generation module using configuration and pricing data corresponding to the selected marine product.

3. (Currently Amended) The system according to claim 2, wherein the index product

module includes a second hyperlink corresponding to every marine product to be configured, the second hyperlink presents specification data corresponding to a particular marine product.

4. (Original) The system according to claim 3, wherein the specification data is displayed within an HTML document.
5. (Original) The system according to claim 3, wherein the specification data is displayed within a PDF document.
6. (Previously Presented) The system according to claim 1, wherein the price quoting generation module utilizes a markup percentage value to specify an amount a dealer price is to be increased when generating a customer price.
7. (Original) The system according to claim 1, wherein the price quoting generation module utilizes a margin percentage value to specify the amount a dealer price is to be increased when generating a customer price.
8. (Original) The system according to claim 1, wherein the quote sheet module generates the quote sheet document containing only customer pricing.
9. (Original) The system according to claim 1, wherein the quote sheet module generates the quote sheet document containing only dealer pricing.
10. (Original) The system according to claim 1, wherein the quote sheet module generates the quote sheet document containing both dealer pricing and customer pricing.
11. (Currently Amended) The system according to claim 9, wherein the quote sheet module further generates an optional item order sheet document for each optional item included within

the configured marine product.

12. (Currently Amended) A method for providing a marine product configuration and pricing system, the method comprising:

- selecting a configurable marine product from a group of all available marine products;
- selecting one or more optional items from a group of available optional items corresponding to the selected configurable marine product;
- generating a dealer cost for the selected configurable marine product and the selected one or more optional items from a database of dealer costs;
- generating a customer price for the selected configurable marine product and the selected one or more optional items using the dealer costs and a price increase value corresponding to the selected configurable marine product and to each of the selected one or more selected optional items; and
- generating an individualized price quote document for the selected configurable marine product and the selected one or more optional items.

13. (Original) The method according to claim 12, wherein the price increase value corresponding to a group of the selected one or more selected optional items corresponds to a single group price increase value specified in a set of price increase values.

14. (Original) The method according to claim 13, wherein the price increase value is defined as a markup percentage value.

15. (Original) The method according to claim 12, wherein the price increase value is defined as a margin percentage value.

16. (Original) The method according to claim 12, wherein the method further comprises modifying the price increase value for at least one of the price increase value corresponding to

one of the selected optional items to generate a modified individual price quote document.

17. (Original) The method according to claim 12, wherein the individualized price quote document includes the customer price.

18. (Original) The method according to claim 12, wherein the individualized price quote document includes the dealer costs.

19. (Original) The method according to claim 12, wherein the individualized price quote document includes both the customer price and the dealer costs.

20. (Original) The method according to claim 12, wherein the method further comprises generating a set of ordering documents, each order document in the set of ordering documents corresponds to each of the selected optional items.

21. (Currently Amended) A computer-storage medium ~~data product~~ containing computer readable data encoding instructions for implementing a computer implemented method for providing a marine product configuration and pricing system, the method comprising:

selecting a configurable marine product from a group of all available marine products;

selecting one or more optional items from a group of available optional items

corresponding to the selected configurable marine product;

generating a dealer cost for the selected configurable marine product and the selected one or more optional items from a database of dealer costs;

generating a customer price for the selected configurable marine product and the selected one or more optional items using the dealer costs and a price increase value corresponding to the selected configurable marine product and to each of the selected one or more selected optional items; and

generating an individualized price quote document for the selected configurable marine product and the selected one or more optional items.

22. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 21, wherein the price increase value corresponding to a group of the selected one or more selected optional items corresponds to a single group price increase value specified in a set of price increase values.

23. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 22, wherein the price increase value is defined as a markup percentage value.

24. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 21, wherein the price increase value is defined as a margin percentage value.

25. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 21, wherein the method further comprises modifying the price increase value for at least one of the price increase value corresponding to one of the selected optional items to generate a modified individual price quote document.

26. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 21, wherein the individualized price quote document includes the customer price.

27. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 21, wherein the individualized price quote document includes the dealer costs.

28. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 21, wherein the individualized price quote document includes both the customer price and the dealer costs.

29. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 21, wherein the method further comprises generating a set of ordering documents, each order document in the set of ordering documents corresponds to each of the selected optional items.

30. (Canceled)

31. (Currently Amended) The method according to claim 12, wherein a first hyperlink corresponds to every marine product to be configured, the first hyperlink activating generating the customer price using configuration and pricing data corresponding to the selected marine product.

32. (Currently Amended) The method according to claim 31, wherein a second hyperlink corresponds to every marine product to be configured, the second hyperlink presenting specification data corresponding to a particular marine product.

33. (Previously Presented) The method according to claim 32, wherein the specification data is displayed within an HTML document.

34. (Previously Presented) The method according to claim 32, wherein the specification data is displayed within a PDF document.

35. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 21, wherein a first hyperlink corresponds to every marine product to be configured, the first hyperlink activating generating the customer price using configuration and pricing data corresponding to the selected marine product.

36. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 35,

wherein a second hyperlink corresponds to every marine product to be configured, the second hyperlink presenting specification data corresponding to a particular marine product.

37. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 36, wherein the specification data is displayed within an HTML document.

38. (Currently Amended) The computer-storage medium ~~data-product~~ according to claim 36, wherein the specification data is displayed within a PDF document.